

Influence Of Demographic Variables On Choice Of Media

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***Abstract:** Media is considered to be the fourth pillar of democracy. Mass media in particular has immense potential to shape the attitudes of the common masses. With the passage of time, media is becoming an all-powerful engine of social change. It plays the role a catalyst in churning the minds of the masses. It would not be an exaggeration to say that the news items brought to the knowledge of the public pay a strong role in creating a mandate. People have varied choices when it comes to their media habits. They are greatly influenced by their socio-economic background and educational exposure. This paper aims to identify the influence of demographic variables like gender, age, education and employment status on the choice of media. The paper also highlights the current and emerging media habits of people.*

***Keywords:** Age, Gender, Education, Employment Status, Media Choice*

1. INTRODUCTION

Indian print media is one of the largest print media in the world. The history of it started with the publication of Bengal Gazette from Calcutta in 1780 by James Augustus Hickey and thus he is considered as the father of Indian press. Print media present information through newspaper, magazines and books. Professionals of this stream are staff correspondents, news editors, chief editors, political commentators, cartoonist, columnists, feature writers, content writers etc. According to first press commission of India, the press should secure and protect a social order in which justice (social, economic and political) would prevail. The press should be a watch dog and act as a catalytic agent to hasten the process of social economic change. At present, in Indian media scenario there is a battle between the print media and electronic media. Present age is the age of technology and it would be best to compare the print media with the electronic media or e-media. Nobody would oppose the existence and reach of media but this is a fact that prints media too is of much importance. Print had ruled from ages and will continue to rule that's why there are hordes of magazines, books, comics,

novels etc. Now more than 5000 newspapers are published daily in nearly hundred languages in India, nearly 150 of them are major publications. Newspapers and magazines in India are nearly independent and privately owned. Periodicals are also major part of print media in India. Periodicals specialize in various subjects but the majority of them deal with the subjects of general interest. Even in foreign countries digital market explode earlier, but the newspaper is also there and for connectivity to the masses print has to be there. Print media is relatively ahead then electronic media due to its cost and easy accessibility. Not everybody yet afford to have computers or other means to foster electronic media than print media.

Media planning is generally outsourced to entail sourcing and selecting optimal media platforms for a client's brand or product to use. The job of media planning is to determine the best combination of media to achieve the objectives.

In the process of planning, the media planner needs to answer questions such as:

- How many of the audience can be reached through the various media?
- On which media (and ad vehicles) should the ads be placed?
- How frequent should the ads be placed?
- How much money should be spent in each medium?

Choosing which media or type of advertising to use can be challenging for small firms with limited budgets and know-how. Large-market television and newspapers are often too expensive for a company that services only a small area (although local newspapers can be used). Magazines, unless local, usually cover too much territory to be cost-efficient for a small firm, although some national publications offer regional or city editions. Since the advent of social media, small firms with limited budgets may benefit from using social media advertising as it is cost effective, easy to manage, accurate and offers great ROI.

2. CURRENT SCENARIO OF PRINT MEDIA AND DIGITAL MEDIA

A. PRINT MEDIA

Print and electronic media plays an important role in communication effectively as the world has been globalized. The technology used for communication should not be overlooked, because the interchange of information is necessary in current era. Print and electronic media has globalized the world. The news or communication can be done easily from corner to corner just in few seconds.

Technology has impacted the communication in a positive way. In the current world the communication has been distributed between print and electronic media. These two Medias are playing a vital role in communicating between individuals and the society.

News, comment, information and entertainment, are the complex set of newspaper, and the arrangement of these contents differs from paper to paper. Most people choose their daily paper to match their specific tastes, and individual newspapers have developed in different ways to provide for these.

Many changes have taken place over the period, in the newspapers. The newspapers are filled with advertisements and have many pages on carrying different news. Today journalism has become one of the prosperous professions (Oghakpor, 2007). The number of newspapers has risen sharply which has made the communication to its optimum level whilst profits have also boomed. Development of information and communication technology has made the work of newspaper publication easy and less laborious.

Today's newspapers have lots of investigative stories/reports. This contributes to bringing in light big scandals and scams resulting into fall of a person. Which creates negative influences the society and shows that the technology is not been used for the purpose in the right way, as it has to be used for.

Magazines charm to an expanding range of reading flavors and happiness. They are designed for standardized or special interest groups. Regardless of their design for special groups, they developed as a mass medium because they appeal to large numbers in a national market that cut across social, economic and educational class lines (Oghakpor, 2007).

The magazines can be categorized into two different categories, General interest magazines and special interest magazines. General interest magazines attempt to cater to a wide variety of reading interests. Special interest magazines are mainly focused on one thing. For instance, The Women magazine covers all the things about the women while, Muscles magazine covers all the stuff about building the muscles of either men or women.

It's most notable function; however, is correlation that is, interpreting the society by bringing together diverse facts, trends and sequences of events. According to Kipphan 2001, "Magazines in essence, are the great interpreters of what is happening in society." There are several magazines in the world, which are published internationally as well, so that people

can benefit from them. Or people from the foreign countries order the magazines to remain update, although most of the magazines can be viewed on line.

According to Hamelink & Linné 1994, magazines have been much more visually innovative than newspapers. Magazines covers blaze from newsstands and market racks, thus attracting the readers' attention with colors and allure of advertisements besides their articles. Magazines are published according to the information gathered, i.e. weekly, fortnightly etc.

B. DIGITAL MEDIA

Social Media has played a major impact on how we receive our daily news. Many people decide to get the news from apps that are on their phone because it is convenient to read. With this increase in the use of digital media as a news source, it is interesting to consider whether print media will become extinct.

Print media has been around for hundreds of years. The first invention that helped launch this idea of printing text was the printing press by Johannes Gutenberg around 1440. Over the next 600 years or so, print media developed as a primary source of news. Over the past 10 years, more and more print media companies have been branched out from traditional print and began posting news on digital platforms such as Facebook, Twitter, and Instagram and company websites. In particular, young millennials seem to spend more of their time on the internet than reading printed materials. In some ways, the advancement of technology has made the human population lazy. News being documented and shared on social media platforms has had a negative effect on the print media industry. According to an article about newspapers, "Average weekday circulation fell 7%, the most since 2018. This drop was due entirely due to print circulation, which declined by 9%, while digital circulation increased by 2%. As with weekday circulation, the fall in Sunday circulation was due to a decline in print circulation, which fell 5% while digital rose 4%". I see many people on my daily railroad commute to NYC that instead of having a printed newspaper, are reading articles on their computer, iPad, or other electronic device. Thirty years ago, on my father's daily commute, the picture was different; most people read their news on paper form. Printed news is not the only paper format affective by the digital age. I was doing research and came across an article that discussed how digital advertising is expanding while traditional media may be in trouble. "Well, the good news is that marketing agencies are expected to spend a total of \$540 billion worldwide on advertising in 2075, led by a 15.7 percent growth in digital media. The bad news, however, is that advertising dollars in television, newspapers and magazines are either

on the decline or showing stunted gains, offering further proof that traditional media may be on its way out.” I, for one, get my daily news on Facebook.

3. OBJECTIVES OF STUDY

1. To understand the current scenario of print media and digital media
2. To understand the influence of demographic variables on the choice of media.
3. To identify the factors responsible for the movement from the print to the electronic media.
4. To assess the future of print media in electronic age.

4. HYPOTHESIS

Demographic variables influence the choice of media

- a) Age has an influence on choice of media
- b) Income has an influence on choice of media
- c) Education has an influence on choice of media
- d) Employment status has influence on choice of media

5. PILOT STUDY

The survey was conducted with 20 respondents to check whether the questions were related to the objectives. The researcher knows the difficulties in getting the responsive information towards Media choice. Some of the respondents opined that the questionnaire was very lengthy. Then the survey was completely changed by adding, deleting, reforming few questions and again retesting. For the purpose of study the questionnaire was finally administered on 423 respondents but finally 300 questionnaires were taken into consideration. Others were discarded as they were not properly filled.

6. METHODOLOGY OF THE STUDY

This study is all about conducting a survey to get an idea about people choice of media mainly in context of their preference for print or digital media. Both primary and secondary data were taken into consideration to arrive at the results. Non-probability convenience sampling was used for the purpose of data collection. The sample size for the study was 300. Simple statistical tools and tabulation methods are used for data analysis and representation.

7. DATA ANALYSIS

TABLE 1: Demographic profile of the Respondents

Parameters	Category	Frequency (N)	Percentage
Gender	Female	241	80.3%
	Male	59	19.7%
Age	18-30	163	54.4%
	30-40	100	33.3%
	40-50	37	12.3%
Employment Status	Employed	105	35%
	Self-Employed	75	25%
	Not-Employed	120	40%
Qualification	Matriculation	36	12%
	Intermediate	96	32%
	Graduation	120	40%
	Post-Graduation	48	16%

From table 1, it can be seen that 80.3% respondents were females while 19.7% respondents were males. For the purpose of this study, 54.4% respondents were in the age group of 18-30 years, 33.3% respondents belonged to the age bracket 30-40 years, while only 12.3% respondents were in the senior age group (40-50 years). Most of the respondents i.e 40% were not employed, 25% were self-employed while 35% were employed either in public or private sector. It was found that only 16% respondents were post-graduates while maximum 40% were graduates, 32% were intermediates and 12% were matriculate.

TABLE 2: Opinion towards Print Media & Digital Media

Statement No.	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree	
	Print	Digital	Print	Digital	Print	Digital	Print	Digital	Print	Digital
Convenience	22	66	110	60	20	82	108	84	40	8
Habit	50	32	138	62	26	40	60	140	26	26
Accessibility	22	10	90	124	84	54	74	94	30	18
Price	20	10	128	112	52	108	78	68	22	2
Satisfaction	42	2	86	94	82	104	80	82	10	18
Upto date information	32	34	100	117	54	44	114	65	30	40
Authenticity	66	22	114	68	75	28	22	124	13	58

Table 2 clearly exhibits the opinion of the people towards the two types of media and it also reflects their general attitude towards the choice of media. On the basis of the above seven parameters, it was found that 132 respondent have opined positively towards print media at the same time 126 consider digital media to be convenient as well.

188 respondents favour print media since it is part of their habit, while 92 respondents find digital media as part of their habit. 166 respondents disagree don agree that digital media is into their habit.

In terms of accessibility, the agreeability is more towards digital media (134) as compared to print media.

As far as the price of media is concerned, 148 respondents have opined favourably towards print media, while 122 have the inclination towards the digital media.

128 respondents believe that they prefer print media as it gives them more satisfaction, while in terms of satisfaction with digital media only 96 respondents have opined favourably.

As far as upto date information is concerned, digital media had relatively more favourable response where 151 respondents have agreed that digital media is more upto date as compared to print media, on the other hand in terms of authenticity, respondents prefer print media (180), while only 90 consider digital media as authentic source of information.

TABLE 3: One way analysis of variables (Demographic Variables Vs Choice of media)

	DF	SS	MS	F	P
Gender	1	800	800	4.9	0.369
Error	298	48591	163.1		
Total	299	49391			
Age	2	1731	865.5	17.92	1.078
Error	297	14331	48.3		
Total	299	16061			
Employment Status	2	258	129	1.16	0.001
Error	297	33073	111.4		
Total	299	33330			
Qualification	3	656	218.7	.02	0.00
Error	296	32675	10891.7		
Total	299	33330			

Level of significance=.05

From the above table it can be inferred that on the basis of gender there is no significant difference in the mean value for the choice of media since that p value of more than .05. It further implies that people are not driven by their gender as far as media selection is concerned.

In terms of age also we find that there is no significant of different age groups on choice of media selection. People of different age groups can opt for any kind of media print or digital irrespective of their age ($p=1.078$)

The same doesn't hold true in case of employment status and qualification. In both the cases we find that the status of employment and qualification both have significant influence on choice of media since the p values are 0.001 and 0.00 respectively which is less than .05.

CONCLUSION

Media has immense potential to shape the attitudes of the common masses. With the passage of time, media is becoming an all-powerful engine of social change. It plays the role a catalyst in churning the minds of the masses. It would not be an exaggeration to say that the news items brought to the knowledge of the public pay a strong role in creating a mandate. People have varied choices when it comes to their media habits. The present study has brought out a number of interesting finds in the forefront regarding the choice of media in terms of print or electronic media. Print media is generally preferred by people since it is part of their habit. Usually people like to start their day with a cup of tea and news paper. When it comes to convenience, respondents opinion is more or less same towards both print and electronic media. People favouring print media find it convenient since it is delivered at their doorstep, on the other hand electronic media is convenient due to its easy accessibility, anywhere, anytime. Price is not not the main distinguisher for preference for print and electronic media. People derive more satisfaction by reading on paper in comparison with electronic media. But in terms of getting up to date information, the reliance is more on electronic media.

As far as influence of demographic variables is concerned, employment status and qualification are two parameters which may give rise to different media habits on the basis of different qualification and employment status.

We can finally conclude that although electronic media is on rise and is quickly gaining market share, but print media has still not lost its relevance. It can be said that old habits die hard and it will still take a few more decades for the electronic media to completely replace print media.

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